

OPERATION STOREFRONT 1997

Exterior

Storename	Store ID
Address	County ID
Address	
Store Type	

Date: _____ / _____ / _____

Observer: _____

Is information on label correct? **1** Yes **2** No (if no, please write in correction below)

Store information corrections: _____

Nearest cross street: _____

Store Status: **1** Completed **3** Denied/No Data **5** No Tobacco Products **7** Store Not Open
(circle one) **2** Partial **4** Denied/Exterior Only **6** Store Not Found **8** Store Not Visited

Exterior Tobacco Advertising

	Marlboro	Camel/ Kamel	Winston	Kool	Newport	All Other Cigarette Brands	Cigars	All Smokeless Brands
All ads on:								
Windows/Doors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sidewalk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Of the ads above how many are other language ads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Exterior Anti-Tobacco Messages

Number

_____ STAKE ACT (1-800-5ASK-4-ID) signs

_____ Other Signs (about not selling to minors or not smoking)

All advertising on windows and doors (not just tobacco)

Check the percentage that comes closest to matching the total coverage of doors and windows in this store.
(See examples on back)

0%T up to 10% T up to 25%T up to 50%T up to 75%T up to 100%T

OPTIONAL: Is window coverage greater than _____ %? (please circle yes or no)

1 Yes

2 No

Storename

Store ID

Interior

Interior

Observers: _____

Interior Tobacco Advertising

	Marlboro	Camel	Winston	Kool	Newport	All Other Cigarette Brands	Cigars	All Smokeles Brands
English	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Language	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Interior Tobacco Promotional Items

	Marlboro	Camel	Winston	Kool	Newport	All Other Cigarette Brands	Cigars	All Smokeles Brands
English	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Language	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Advertising Location

Any tobacco ads located next to candy? (please circle yes or no)

1 Yes

2 No

Any tobacco ads located at 3 feet or below? (please circle yes or no)

1 Yes

2 No

Interior Anti-Tobacco Messages

Number

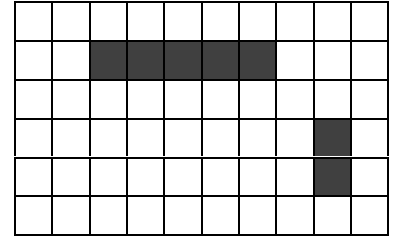
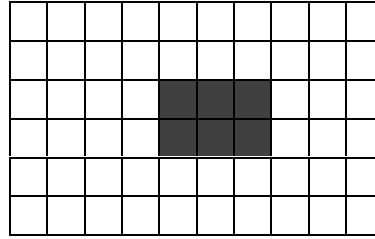
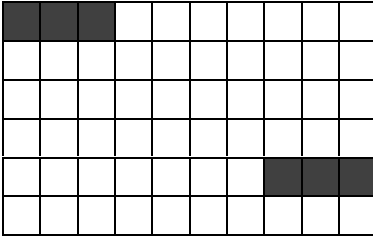
STAKE ACT (1-800-5ASK-4-ID) signs

Other Signs (about not selling to minors or not smoking)

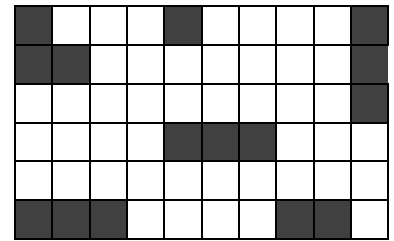
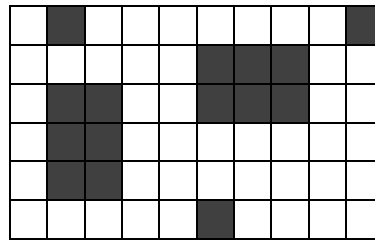
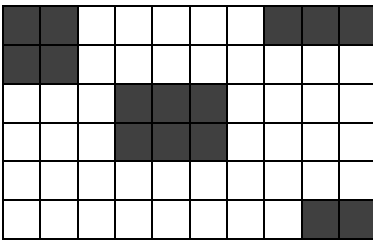
Comments

Examples of window coverage:

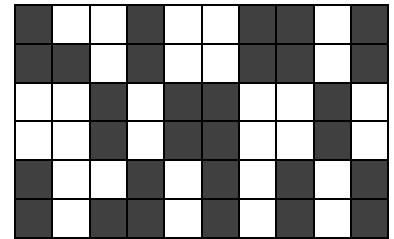
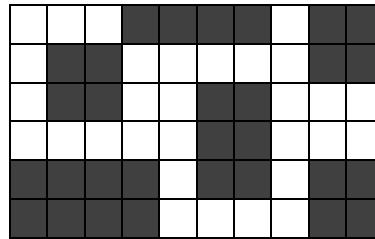
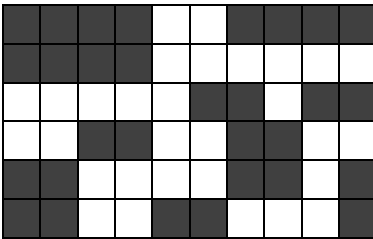
10%



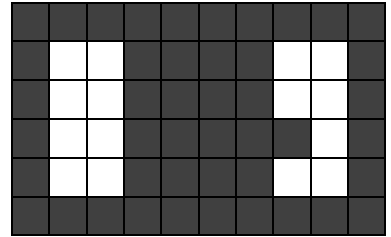
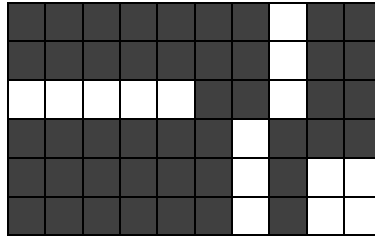
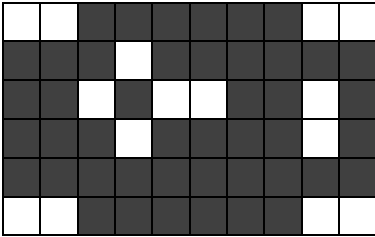
25%



50%



75%



Comments: _____

What To Count

A GENERAL RULE OF THUMB ON WHAT TO COUNT:

We are counting the number of tobacco names and logo impressions on advertising and promotional items provided to the store by a tobacco company.

COUNT ALL:

- Signs
- Checkout signs
- Counter mats
- Dividers
- Decals
- Clocks
- Door mats
- Ashtrays
- Lighted signs
- Hand baskets
- Change trays
- Banners and little flags with the brand name or logo on them
- Signs attached to display racks
- Signs hanging from ceilings
- Counter/register open & closed signs
- Special sales, such as 2 packs for price of 1
- Catalogs or signs that advertise promotional items
- Ads on cigar boxes or other containers for cigars or cigarillos
- All stickers with the brand name or logo on them
- Any other item with a brand name or logo on it

HOW TO COUNT SOME TRICKY ONES:

ADS

Same brand family - If a poster contains multiple types of the same brand (e.g., Merit Lights, Merit Menthol, Merit Longs), count it once for the specific brand.

Multiple brand family - If a poster contains multiple brands (e.g., Marlboro, Parliament, Benson & Hedges) count once for each individual brand.

Ashtrays - count all the visible logos you see.

Hand baskets - Count the images on racks for hand baskets and the visible logos that you see on the baskets in the rack (do not count all the baskets in the rack or try to count the baskets in use throughout the store).

Dividers - Count all the grocery dividers that you see with brand name or logo on them (do not go in and out of check lines to find all that are in the store).

Checkout signs - Count all the counter/register open & closed signs you see with brand name or logo on them (do not go in and out of check lines to find all that are in the store)

Special sales - Count all images on each special-sales package (e.g., 2 packs for price of 1, buy 3 packs get 2 free) that you see as an ad for that brand (so if you see 3 images on a package, count all 3; if you only see 1 package and others are stacked behind it and not visible, only count the images on the package you see).

Catalogs - Count the catalogs that you see (so if there is a stack, only count the top one) as an ad. Even though promotional items are in the catalogs, the catalog is an ad for the items.

PROMOTIONAL ITEMS

- Count all images on each gift-with-purchase package that you see (do not count all the packages, so if there are stacks, only count the ones you see) as a promotional item.

ANTI-TOBACCO SIGNS

STAKE Act signs must have 1-800-5ASK-4-ID on them. They maybe state issued yellow-and-black-on-white signs or signs made by the retailer.

Other signs may include: WE CARD, ITS THE LAW, hand made signs that convey that the store does not sell tobacco to kids, Thank you for not smoking signs.

DO NOT COUNT:

- individual packs of cigarettes, cigarillos or smokeless containers
- cigarette cartons or smokeless multi-packs
- sale stickers on individual packs or cartons
- signs that have been made by the retailer